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**THE POWER OF MYTHIC JOURNEYS**  
**COMES TO ATLANTA IN JUNE 2004**

*James Hillman, Janis Ian and Joyce Carol Oates are among more than 140 participants at conference and performance festival celebrating Joseph Campbell Centennial*

**ATLANTA, GA** – The first annual Mythic Journeys will bring together more than 140 of the world’s leading scholars, psychologists, educators, business leaders, artists, authors, filmmakers and performers for an unprecedented dialogue on the importance of storytelling and imagination in contemporary life from June 3-6, 2004, at the Atlanta Hyatt Regency Hotel.

James Hillman, the father of archetypal psychology, has called the event the first-ever “spiritual Spoleto” festival. Merging roundtable conversations and workshops with a multicultural art exhibit, marketplace and theatrical, music and dance performances, the event will both honor and continue the discourse started by Joseph Campbell (1904-1987), the great authority on mythology.

Program participants include Hillman, Sam Keen (co-producer of award-winning PBS documentary “Faces of the Enemy”), African spiritual teacher and author Sobonfu Somé, anthropologist Alan Dundes, Scott Livengood (President/CEO, Krispy Kreme), Joey Reiman (CEO, BrightHouse, the world’s first ideation company), and pioneering Jungian analysts Marion Woodman, Jean Shinoda Bolen and Michael Vannoy Adams.

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Artist and performance guests include Grammy Award-winning singer/songwriter Janis Ian, artists Brian Froud (“Faeries”) and Alan Lee (conceptual artist for the Oscar-winning “Lord of the Rings” film trilogy), poet/essayist Robert Bly (“Iron John”), poet/translator Coleman Barks (“The Essential Rumi”), director/producer/tenor James Flannery (founder of the Yeats International Theatre Festival in Dublin), and some of North America’s most beloved authors, award-winning children’s book writers Jane Yolen and Gail E. Haley, perennial best-selling fantasists Peter S. Beagle and Charles de Lint and literary powerhouse Joyce Carol Oates.

"Myth lives in us and around us whether we realize it or not from the popularity of the “Lord of the Rings” movies to the creation of major advertising campaigns to the quest for the White House,” says Michael Karlin, president and co-founder of the Mythic Imagination Institute, the non-profit arts and education corporation which is organizing the event.

“Mythic Journeys presents a unique opportunity to listen in as some of the world’s greatest thinkers explore how myth is used in the arts, education and business, as well as why certain myths call to us so strongly," he adds.

Professor Joseph Campbell’s writings and lectures transformed academic discussions of mythology. He also moved artists and entertainers such as movie director George Lucas, who says that Campbell’s classic book “The Hero with a Thousand Faces” inspired his “Star Wars” series.

Millions of viewers worldwide have watched journalist Bill Moyers interview Campbell in “The Power of Myth” television series on Public Broadcasting (PBS), which first aired in 1989 and continues to be the network’s fundraising champion during pledge drives. The book, audio recordings, videos and DVDs remain top-selling titles.

Mythic Journeys will take place in two segments, beginning with a two-day In-Depth Pre-Conference June 3-4, allowing a limited number of attendees to meet and interact with the community of speakers in an intimate setting. After this smaller event, doors will be opened to a larger number of attendees for the remaining weekend activities.

Also occurring in conjunction with Mythic Journeys is “Ancient Spirit, Modern Voice,” a visual art exhibit at Atlanta’s Defoor Centre Gallery which features works inspired by myth by Alan Lee, Brian Froud, Viggo Mortensen and over 20 other artists. It will be free and open to the public May 1 through June 12, 2004.

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Event partners and sponsors also include the Krispy Kreme Foundation, Borders' Books & Music, the Joseph Campbell Foundation, *Parabola* magazine, Marsh Cove Stories, the Center for Myth and Ritual in American Life (MARIAL) at Emory University, Georgia State University's Department of Religious Studies, the Atlanta Jung Society and Journey Into Wholeness.

A complete list of program participants, as well as registration rates and a program overview, is available at [www.mythicjourneys.org](http://www.mythicjourneys.org) or by calling (404) 832-4127.

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About the Mythic Imagination Institute

**Mythic Imagination Institute** is an Atlanta-based nonprofit arts and education corporation that seeks to activate imagination and intelligence by increasing mythic literacy. Through conferences, performances, art exhibitions, publications and other programs, the Institute builds bridges between disciplines: artists, business professionals, scholars, scientists and anyone who loves stories. Mythic Imagination endeavors to bring the wisdom waiting inside the great myths, folklore and stories of the world to a wider audience in the hope of creating a world with more tolerance, passion, wonder and creativity. For more information, visit [www.mythicimagination.org](http://www.mythicimagination.org).

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